

WBNS-TV, Inc. **DEPT L-1133** COLUMBUS, OH 43260-1133

New Media Firm, The 1322 G St., SE Washington, DC 20003

103529 Contract # Schedule Dates

10/23/12-11/05/12 Advertiser Voters First (9253)

Agency New Media Firm, The (3705) Product

Political/Issues (1129) **Brand** political issue (13047)

Salesperson Philadelphia Office, Philly (1680) Sales Office Eagle Television/Philadelphia Office

Buyer Name Certo, Michele

Phone/Fax

CPE 369/387/1786

Account Types National/Political Issue

Billing Type Standard Comments VOTERS FIRST Date Entered 10/19/12 **Last Modified** 10/19/12

Entered By Kathy Sparks

CO-OP No ECR07914297 Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$16,530.00

\$93,670.00

Net Total Sales Tax

By Broadcast Month	Spots	Rate
Oct. 2012	18	\$42,400.00
Nov. 2012	29	\$67,800.00
Grand Total:	47	\$110,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Ti	mes SF	W	Мо	Tu \	We T	h Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/23/12-10/23/12	2	:3	30 5:57A- 7A (EST))	1	11	Х	14	1	16 8		1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 6A	10/19/12
2.0	Normal Line / SPOT	10/25/12-10/25/12	2	:3	30 5:57A- 7A (EST)		1	1		>	κ			1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 6A	10/19/12
3.0	Normal Line / SPOT	10/30/12-10/30/12	2	:3	30 5:57A- 7A (EST))	1	1	Х			1		1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 6A	10/19/12
4.0	Normal Line / SPOT	11/01/12-11/01/12	2	:3	30 5:57A- 7A (EST))	1)	κ ¦			1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 6A	10/19/12
5.0	Normal Line / SPOT	11/05/12-11/05/12	2	:3	30 5:57A- 7A (EST))	1	X			7	Ī		1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 6A	10/19/12
6.0	Normal Line / SPOT	10/24/12-10/24/12	2	:3	80 8A- 8:55A (EST)		1	101		X		E 8		1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	CBS THS MRNG-2	10/19/12
7.0	Normal Line / SPOT	10/26/12-10/26/12	2	:3	80 8A- 8:55A (EST)		1				X			1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	CBS THS MRNG-2	10/19/12
8.0	Normal Line / SPOT	10/29/12-10/29/12	2	:3	30 4:25A- 4:58A (E	ST)	1	X		1				1	\$400.00	\$400.00	WBNS-TV (WBNS)	10TV NWSHD430A<	10/19/12
9.0	Normal Line / SPOT	10/31/12-10/31/12	2	:3	30 4:25A- 4:58A (E	ST)	1	l.		X !			1	1	\$400.00	\$400.00	WBNS-TV (WBNS)	10TV NWSHD430A<	10/19/12
10.0	Normal Line / SPOT	11/02/12-11/02/12	2	: :3	30 4:25A- 4:58A (E	ST)	1				Х			1	\$400.00	\$400.00	WBNS-TV (WBNS)	10TV NWSHD430A<	10/19/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	2	:3	30 4:25A- 4:58A (E	ST)	1	Х		1	T	1		1	\$400.00	\$400.00	WBNS-TV (WBNS)	10TV NWSHD430A<	10/19/12
12.0	Normal Line / SPOT	10/27/12-10/27/12	2	:3	30 4:58A- 6:56A (E	ST)	1					Х		1	\$600.00	\$600.00	WBNS-TV (WBNS)	10TV NWSHD WSA	10/19/12
13.0	Normal Line / SPOT	11/03/12-11/03/12	2	:3	30 4:58A- 6:56A (E	ST)	1	1				Х		1	\$600.00	\$600.00	WBNS-TV (WBNS)	10TV NWSHD WSA	10/19/12
14.0	Normal Line / SPOT	10/27/12-10/27/12	2	:3	80 6:57A- 9A (EST))	1		15	1	1	Х		. 1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS THS MRN:SA	10/19/12
					•	CONF	IR	MA	TI	ON	I C	ON	TF	RAC	T				
Accepted-	Agency/Advertiser:			Date:		Accepted-Statio	on:					24444			Date:	Comments:			



Washington, DC 20003

1322 G St., SE

WBNS-TV, Inc. **DEPT L-1133** COLUMBUS, OH 43260-1133

New Media Firm, The

Schedule Dates Advertiser Agency Product

Brand

Contract #

10/23/12-11/05/12 Voters First (9253)

New Media Firm, The (3705) Political/Issues (1129)

103529

political issue (13047) Salesperson

Philadelphia Office, Philly (1680) Sales Office Eagle Television/Philadelphia Office

Buyer Name Certo, Michele

Phone/Fax CPE

369/387/1786 **Account Types** National/Political Issue **Billing Type**

Standard Comments **VOTERS FIRST** Date Entered 10/19/12 **Last Modified** 10/19/12

Kathy Sparks **Entered By** CO-OP No

ECR07914297 Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$16,530.00 **Net Total** \$93,670.00

Sales Tax

By Broadcast Month **Spots** Rate Oct. 2012 18 \$42,400.00 Nov. 2012 29 \$67,800.00 Grand Total: 47 \$110,200.00

WBNS-TV (WBNS)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr S	a Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	6:28A- 8:30A (EST)	1			1 91	1		X	1	\$600.00	\$600.00	WBNS-TV (WBNS)	10TV NWSHD WSU	10/19/12
16.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	8:58A- 10:30A (EST)	1			1	1	B	X	1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	SUNDAY MRN-CBS	10/19/12
17.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	8:58A- 10:30A (EST)	1		1	Ì		Ī	X	1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	SUNDAY MRN-CBS	10/19/12
18.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	11:58A- 12:30P (EST)	1			X	1	į	ī	1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 12P	10/19/12
19.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	11:58A- 12:30P (EST)	1				1	X		1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 12P	10/19/12
20.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	11:58A- 12:30P (EST)	1	estative.	Х		ı	B	1	1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 12P	10/19/12
21.0	Normal Line / SPOT	11/01/12-11/01/12	2	:30	11:58A- 12:30P (EST)	1		E e	1	X			1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 12P	10/19/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	11:58A- 12:30P (EST)	1	X						1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 12P	10/19/12
23.0	Normal Line / SPOT	10/31/12-10/31/12	2	:30	3P- 3:55P (EST)	1			Х		İ		1	\$1,200.00		WBNS-TV (WBNS)	DR. PHIL	10/19/12
24.0	Normal Line / SPOT	11/02/12-11/02/12	2	:30	3P- 3:55P (EST)	1		Į.	- 1		X !		1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. PHIL	10/19/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	3P- 3:55P (EST)	1	Х	T.	1		H		1	\$1,200.00		WBNS-TV (WBNS)	DR. PHIL	10/19/12
26.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	5P- 6P (EST)	1			Х		1		1	\$3,000.00		WBNS-TV (WBNS)	10TV NWSHD 5P	10/19/12
27.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	5P- 6P (EST)	1		ř.			X !		1	\$3,000.00		WBNS-TV (WBNS)	10TV NWSHD 5P	10/19/12
28.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	5P- 6P (EST)	1		X	i		į.		1	\$3,000.00	M 30	WBNS-TV (WBNS)	10TV NWSHD 5P	10/19/12
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ccepted-	Agency/Advertiser:		3315113	Date:	Accepted-S	67 - 24°		(A) (A)	140000 P. XV	900			1000 100000	Date:	Comments:			



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New Media Firm, The 1322 G St., SE Washington, DC 20003

Schedule Dates Advertiser Agency Product

Brand

Salesperson

Sales Office

Buyer Name

Contract #

10/23/12-11/05/12 Voters First (9253) New Media Firm, The (3705)

103529

Political/Issues (1129) political issue (13047)

Philadelphia Office, Philly (1680) Eagle Television/Philadelphia Office

Certo, Michele

Phone/Fax CPE

Account Types

369/387/1786 National/Political Issue

Billing Type Standard Comments VOTERS FIRST **Date Entered** 10/19/12 Last Modified 10/19/12

Kathy Sparks No

ECR07914297 Headline #

Demo

CO-OP

Order Type Normal

Package Deal

Entered By

Commission % 15.00

Commission \$16,530.00 **Net Total** \$93,670.00

Sales Tax

By Broadcast Month	Spots	Rate
Oct. 2012	18	\$42,400.00
Nov. 2012	29	\$67,800.00
Grand Total:	47	\$110,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPV	/ Mo	Tu	We Th	Fr Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / SPOT	11/01/12-11/01/12	2	:30	5P- 6P (EST)		1		X	1 1		1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	10TV NWSHD 5P	10/19/12
30.0	Normal Line / SPOT	10/23/12-10/23/12	2	:30	6P- 6:30P (EST)		1	X		I I		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
31.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	6P- 6:30P (EST)		1	B B	X	1		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
32.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	6P- 6:30P (EST)		1 X			1		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
33.0	Normal Line / SPOT	10/31/12-10/31/12	2	:30	6P- 6:30P (EST)		1	1	X			1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
34.0	Normal Line / SPOT	11/02/12-11/02/12	2	:30	6P- 6:30P (EST)		1	35 G (8)	I.	X	E E	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
35.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	6P- 6:30P (EST)		1 X	i		1 1		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
36.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	6:28P- 6:57P (EST)		1	-		!	X	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	NEWS	10/19/12
37.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	6:28P- 6:57P (EST)		1	ľ	1		X	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	NEWS	10/19/12
38.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	6:58P- 7:30P (EST)		1	X	i i	1	8	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	JEOPARDY	10/19/12
39.0	Normal Line / SPOT	11/01/12-11/01/12	2	:30	6:58P- 7:30P (EST)		1	i v	X			1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	JEOPARDY	10/19/12
40.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	6:58P- 7:30P (EST)		1 X	İ	II.			1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	JEOPARDY	10/19/12
41.0	Normal Line / SPOT	10/23/12-10/23/12	2	:30	11P- 11:35P (EST)		1	X	1	ī		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/12
42.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	11P- 11:35P (EST)		1		X		E I	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/12
					C	ONFI	RM	IAT	ON	CON	JTF	RAC	a processor				
ccepted-	Agency/Advertiser:			Date:	Accep	ted-Station	;						Date:	Comments:			



New Media Firm, The

Washington, DC 20003

1322 G St., SE

WBNS-TV, Inc. **DEPT L-1133** COLUMBUS, OH 43260-1133

Contract # 103529 Schedule Dates 10/23/12-11/05/12 Advertiser

Voters First (9253) Agency

New Media Firm, The (3705) Product Political/Issues (1129)

Brand political issue (13047) Salesperson Philadelphia Office, Philly (1680)

Sales Office Eagle Television/Philadelphia Office Certo, Michele **Buyer Name**

Phone/Fax

CPE 369/387/1786 **Account Types** National/Political Issue

Billing Type Standard Comments VOTERS FIRST **Date Entered** 10/19/12 **Last Modified** 10/19/12

Kathy Sparks **Entered By**

No CO-OP Headline # ECR07914297

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Commission % 15.00

Commission \$16,530.00

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Net Total

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By Broadcast Month	Spots	Rate
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Grand Total:	47	\$110,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu We Th	Fr S	a Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	11P- 11:35P (EST)	1				X	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/12
44.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	11P- 11:35P (EST)	1	X	3		1	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/12
45.0	Normal Line / SPOT	11/01/12-11/01/12	2	:30	11P- 11:35P (EST)	1		ī X	1	Ī	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/12
46.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	11P- 11:35P (EST)	1		1		X	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/12
47.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	11P- 11:35P (EST)	1	X	1 1	1 1	1	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/12
:	,					MEIR		ATION		N I TO	DA C	, magan				
					1			ATION	CU	NI	KAU					
Accepted	l-Agency/Advertiser:			Date:	Accepte	d-Station:						Date:	Comments:			
				14	1											